

## PATENT COOPERATION TREATY

## PCT

## INTERNATIONAL SEARCH REPORT

(PCT Article 18 and Rules 43 and 44)

Applicant's or agent's file reference 20004-277WO	<b>FOR FURTHER ACTION</b> <small>see Form PCT/ISA/220 as well as, where applicable, item 5 below.</small>	
International application No. PCT/US05/13765	International filing date (day/month/year) 22 April 2005 (22.04.2005)	(Earliest) Priority Date (day/month/year) 23 April 2004 (23.04.2004)
Applicant NIELSEN MEDIA RESEARCH, INC.		

This international search report has been prepared by this International Searching Authority and is transmitted to the applicant according to Article 18. A copy is being transmitted to the International Bureau.

This international search report consists of a total of 16 sheets.



It is also accompanied by a copy of each prior art document cited in this report.

## 1. Basis of the Report

- a. With regard to the language, the international search was carried out on the basis of:



the international application in the language in which it was filed.



a translation of the international application into \_\_\_\_\_, which is the language

of a translation furnished for the purposes of international search (Rules 12.3(a) and 23.1(b))

- b. ☐ With regard to any nucleotide and/or amino acid sequence disclosed in the international application, see Box No. I.

2. ☐ Certain claims were found unsearchable (See Box No. II)

3. ☐ Unity of invention is lacking (See Box No. III)

4. With regard to the title,



the text is approved as submitted by the applicant.



the text has been established by this Authority to read as follows:

5. With regard to the abstract,



the text is approved as submitted by the applicant.



the text has been established, according to Rule 38.2(b), by this Authority as it appears in Box No. IV. The applicant may, within one month from the date of mailing of this international search report, submit comments to this Authority.

6. With regard to the drawings,

- a. the figure of the drawings to be published with the abstract is Figure No. 3



as suggested by the applicant.



as selected by this Authority, because the applicant failed to suggest a figure.



as selected by this Authority, because this figure better characterizes the invention.

- b. ☐ none of the figures is to be published with the abstract.

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International application No.

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## Box IV TEXT OF THE ABSTRACT (Continuation of Item 5 of the first sheet)

## NEW ABSTRACT

Methods and apparatus to maintain privacy while determining viewing of video-on-demand programs are disclosed. An example method for monitoring a displayed VOD program disclosed herein comprises determining a first set of metering information (320) based on a first set of data collected at a subscriber site (312, 316), determining a second set of metering information (324) based on a second set of data reported by at least one of a VOD server (304) and a head-end, determining a third set of data based on the second set of data, and combining the first and third sets of metering information to credit the displayed VOD program (328).

## INTERNATIONAL SEARCH REPORT

International application No.

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## A. CLASSIFICATION OF SUBJECT MATTER

IPC: H04N 7/16 (2007.01)

USPC: 725/2, 4, 9, 10, 14, 23

According to International Patent Classification (IPC) or to both national classification and IPC

## B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

U.S. : 725/2, 4, 9, 10, 14, 23

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched  
None.Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)  
Please See Continuation Sheet

## C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	US 5,872,588 A (ARAS et al.) 16 February 1999 (16.02.1999), see the document.	None.
A	US 2003/0208763 A1 (MCELHATTEN et al.) 06 November 2003 (06.11.2003), see the document.	None.
A	US 2003/0208767 A1 (WILLIAMSON et al.) 06 November 2003 (06.11.2003), see the document.	None.

☐ Further documents are listed in the continuation of Box C.☐ See patent family annex.

## \* Special categories of cited documents:

"A" document defining the general state of the art which is not considered to be of particular relevance

"E" earlier application or patent published on or after the international filing date

"L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)

"O" document referring to an oral disclosure, use, exhibition or other means

"P" document published prior to the international filing date but later than the priority date claimed

"I" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention

"X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone

"Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art

"A" document member of the same patent family

Date of the actual completion of the international search

06 December 2006 (06.12.2006)

Date of mailing of the international search report

26 JAN 2007

Name and mailing address of the ISA/US

Mail Stop PCT, Attn: ISA/US

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# INTERNATIONAL SEARCH REPORT

International application No.  
PCT/US05/13765

Continuation of B. FIELDS SEARCHED Item 3:  
EAST.

Search terms: VOD, video on demand, monitoring content, monitoring VOD, metering, metering data, monitoring user.